



# MyPRM

Unlock your partners' value

**Empower your sales  
strategy with indirect  
sales**

# 01

# Agenda

Overview



# Agenda

01

Opportunities

Speed up your  
growth

02

Challenge

A double  
challenge

03

Solution

A comprehensive partners  
management tool

# 01

# MyPRM Opportunity

Speed up your growth



A brand new business model, today the ecosystem is the main leverage for growth and value

**82%** of managing executives consider the ecosystem as the genuine value within the digital world

# The Sales Ecosystem drives 80% of your business revenue



Make sure it's efficient!

02

# MyPRM Challenge

A double challenge



# The Ecosystem Management

A double challenge

## 01

### Compete for partners' mindshare

- Partners acquisition
- Build services and common solutions
- Allocate resources
- Promote Sales

## 02

### A tricky Challenge

- New and multiple types of partners
- Support different business models and Needs
- Challenge KPI's
- Manage Conflicts

If you do not handle your relationship with your partner,  
competition will take it over

# Master your Ecosystem

Managing and executing your B2B ecosystem journey is paramount to your success

Feed-in you partner's growth



INCUBATION



LAUNCH



FINE TUNING

VISION/ STRATEGY  
AND PROGRAM



Onboarding  
& Enablement



Plan the  
Ecosystem



Solution  
Marketing



Sales  
Solutions



Platform  
reporting

# 03

## MyPRM Solutions

We speed up your channel value



# Barriers to overcome - Manage Growth

## Inadequate

- Inadequate processes
- Out-dated sytem
- Inherited bad habits

## Overcome the status-quo

- Expensive Resources
- Deal loss
- Collateral requests
- Response delays

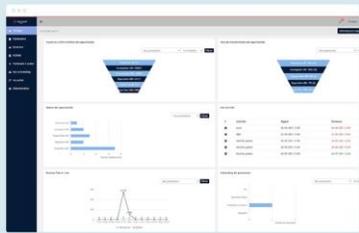
WE SOLVE  
YOUR  
PROBLEMS

THE SOLUTION

# With MyPRM, your ecosystem is smarter

Set your channel for succes

In the core of your partners ecosystem  
Operate, Monitor, and Measure your ecosystem seamlessly.



Modules Clefs  
B2B SAAS  
SOLUTIONS

PLAN

BUSINESS & MARKETING MODELS, DEALS

MANAGE

PROGRAM, INCENTIVES, CONTACTS, ENABLEMENT

OPERATE

SALES & MARKETING  
Leads & opportunities, Automation,  
Communication

MEASURE

ANALYTICAL REPORTING & PERFORMANCE

CLIENTS

# Business Benefits

Your ecosystem works efficiently

MyPRM speeds up your channel revenue, reduce administrative costs enabling differentiation and new opportunities

## BENEFITS

Stronger Relationships & satisfaction

Deeper knowledge

Faster On-boarding

Faster Revenues

Co-innovation

No more Ecosystem Attrition

Channel  
revenue  
Growth

Production  
costs down

Improve your  
partners  
engagement

Maximize  
client value

\*According to Forrester, only 50% of companies run PRM's for their indirect sales

**Help your partners sell more and improve their clients experience**

DIFFERENTIATION

# Why MyPRM

A Direct link between a brand and its partner

Quick to implement

## SAAS SOLUTIONS

Simplify deployment,  
reduced costs using cloud  
solutions



Easy to Integrate

## CRM INTEGRATION

Integration with  
the best CRMs



Quicker to Scale  
and Fine tune

## FINE TUNE

Efficient Fine-tuning while  
growing a smooth model to  
support your partners never  
ending growth

# Why MyPRM et Hubspot ?

We offer you the consolidated power of the Hubspot-MyPRM ecosystem to enhance the value of your partners and your channel  
**MyPRM supports you in the choice of the Hubspot platform, its implementation and its daily use.**

**The Hubspot Platform** brings together all the tool and integrations needed for marketing, sales, customer service and content management  
**The MyPRM platform** brings together all the tools needed to support your partners and develop your channel and indirect sales



## Hub Marketing™

Marketing software to increase traffic, convert more visitors and run full-scale "INBOUND" marketing campaigns.

### Key Features

- Lead generation
- Marketing automation
- KPIs



## Hub Sales™

An efficient sales CRM to get more information about leads, automate repetitive tasks and close more deals faster.

### Key Features

- Advanced CRM
- Meeting Planification
- Quotation



## Hub Services™

Customer service software to exceed your customers' expectations with every contact and turn them into promoters of your brand.

### Key Features

- Tickets
- Feedback
- Knowledge Base

# A dedicated team

Client satisfaction is in the heart of our organisation

## 01

### CSM Team

- Personalized support from one our CSM right after sign-off
- On-boarding program markup in order to achieve expected targets
- Weekly tracking and production delivery to ensure project success
- Constant CSM support to value MyPrm platform efficiency
- Efficient and fast Technical and operational Support
- Recurring CSM team monitoring providing Help and assistance

## 02

### Training Team

- A 24/7 access to our 360Learning platform.
- Dedicated trainings created for you on both Backoffice and CMS.
- Create your own trainings for your teams.

# MyPRM Set-up

Adaptative support

01

KICK-OFF

Solution presentation, Macro-planning definition,  
Prerequisite, RACI definition

02

SPECIFICATION

Set-up, Time frame delivery,  
Scope validation, Onboarding

03

SET-UP  
IMPLEMENTATION

Module Sprint identification, Set-up by sprint,  
Sprint validation to freeze set-up scope

04

FINAL TESTS

Global set-up validation,  
Units and functional tests

05

DEPLOYMENT

Opening of services,  
Enablement/Onboarding key users, Train users

06

PARTNERS  
ONBOARDING

Train partners, Iterate first activities,  
Communication program

# Ecosystem success

# Change business rules

